

PRESS RELEASE

**ATTRACTIVELY DIFFERENT:
NEW EXHIBITION BY STAR PHOTOGRAPHER ENRIQUE BADULESCU
AT SOFITEL FRANKFURT OPERA**

Frankfurt, XX May 2022 – Dior, Louis Vuitton, Hermès – Enrique Badulescu photographically stages fashion creations in French haute couture. In front of his camera, the boundaries in the triangle of fashion, photography and art blur. From 1 June to 31 December, art lovers and fashion enthusiasts can embark on a journey through the artistic cosmos of the Mexican star photographer in Frankfurt when a selection of his oeuvre can be seen at the Sofitel Frankfurt Opera. The high-contrast images under the guiding principle Attractive Different take the viewer into a fashion world full of emotions and color.

Badulescu's photographs are characterized in particular by contrasts – light and shadow, but also by the juxtaposition of bright colors. The series on Dior, exhibited at the Sofitel Frankfurt Opera, is bursting with colours that almost collide when a swab of powerful, playful pink confronts the serious black of a suit. Inspired by the art of paper cutting, Badulescu plays for Louis Vuitton with light and shadow that throws the outfits and bodies of the models. In other photographs for Dior, his enthusiasm for pop art is clearly evident, along with Bourdin, Andy Warhol is one of Badulescu's role models. A specialty of Badulescu are underwater shots: Through years of practice, the photographer can hold his breath for almost a minute. In the swimwear series exhibited at the Sofitel Frankfurt Opera, the images transport the viewer to tropical beaches and pamper the eye with the bright turquoise of the water.

Sofitel Frankfurt Opera's relationships with the world of fashion are manifold; discreet references can be found in all areas of the hotel. The interior design and design of the luxury hotel bear the signature of the French interior designer Nicolas Adnet and his Parisian studio MHNA. Adnet began his professional career in the luxury fashion industry, one of his great role models was Yves Saint Laurent. During the first two Fashion Weeks in Frankfurt, most recently in January 2022, Sofitel Frankfurt Opera, as a partner of the Frankfurt Fashion Lounge, turned Opernplatz and its lobby into a catwalk for the fashion shows of up-and-coming design talents. With the new exhibition on fashion, Badulescu's photographs join the extraordinary wealth of works of art in the five-star superior hotel, with which it invites its guests on an inspiring journey of discovery, and emphasize the "Passion for Fashion" of the first house on Opernplatz.

Badulescu was born in Mexico City in 1961, the son of a Romanian photographer and a Mexican mother. He discovered his passion for fashion photography and French haute couture as a teenager: in order to be able to browse through fashion magazines, he often visited the library of the French consulate in Mexico City. The work of Guy Bourdin later became Badulescu's great inspiration for his own recordings. After graduating from the German School in Mexico City, he learned his trade at the Bavarian State School of Photography in Munich. Since the 1980s, Badulescu has worked as a photographer and photographed numerous record covers and music stars such as the Rolling Stones. This brought him the breakthrough. With a commission for Hermès, he came to fashion photography and since then has artistically implemented numerous campaigns for major fashion houses and magazines such as VOGUE, Elle, Marie Claire and Glamour. Badulescu lives with his family in New York. In addition to his work as a photographer, he supported Heidi Klum as a jury member in the eighth season of Germany's Next Topmodel in 2013.



A **selection of images** of the Sofitel Frankfurt Opera in printable resolution is available at https://bit.ly/SFO_BilderAllg (please always indicate copyright as stored in the file name).

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About Sofitel Frankfurt Opera

The five-star superior hotel in the heart of the Main metropolis has 150 rooms, including 15 junior suites, 13 prestige suites, two opera suites and a presidential suite with a spacious roof terrace. The facade is a contemporary translation of homage to the Alte Oper, the surrounding Gründerzeit buildings and the French Hôtels particuliers of the 17th and 18th centuries. The interior bears the signature of the renowned Parisian design office MHNA Studio Hertrich & Adnet. The restaurant and bar were named after Johann Wolfgang von Goethe's first love, Lili Schönemann. The Schönemann restaurant, with its entrance on Opernplatz, enriches the local gastronomy with a French-Frankfurt facet. Guests enjoy the relaxed ambience of Lili's Bar as a lounge during the day and as a bar in the evening. There is space for premium events, conferences and meetings with up to 270 people in four boardrooms and a 320 square meter ballroom. www.sofitel-frankfurt.com

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